

Addendum No. 1
February 18, 2004
Lower Manhattan Development Corporation
Request for Proposals for History & Heritage Downtown Public Awareness Campaign

Acknowledgement of the Addendum

Please acknowledge receipt of this addendum in your proposal.

Responses to Questions

Question # 1

In Section III. A) (Experience, Structure, and Personnel) requirement #2., would you accept the bios of our principles, project manager(s) and professional staff as opposed to resumes?

Answer

Yes.

Question #2

Is the “fee proposal page” considered a page within the 12-page limit response?

Answer

Yes.

Question #3

Are there format requirements for the 12-page proposal submission, e.g., line spacing, fonts, margins, etc.?

Answer

No; however, it is intended for the page limitation to be satisfied using standard formatting.

Question #4

What is the estimated percentage breakdown of total funds being allocated for the public relations program vs. the advertising program of the “History & Heritage Downtown Public Awareness Campaign?”

Answer

The budget guidelines will be determined by LMDC and the selected firm(s) through the execution of a formal contract.

Question #5

Is Attachment 1: “Workforce Employment Utilization Report” to be completed for the team that we propose to work on the account?

Answer

Yes, Attachment 1 is to be completed by the entire firm(s) (including the team).

Question #6

Please define the term earned media placement from your perspective.

Answer

Using publicity placed in a wide variety of media that does not require payment.